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Tender

## **CWC22085 Digital Advertising - Concession**

Wolverhampton City Council

F02: Contract notice

Notice identifier: 2022/S 000-023422

Procurement identifier (OCID): ocds-h6vhtk-0361ee

Published 23 August 2022, 10:41am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Wolverhampton City Council

Civic Centre, St Peters Square

Wolverhampton

WV1 1RL

#### **Contact**

Miss Alison Porter

#### **Email**

[Alison.porter2@wolverhampton.gov.uk](mailto:Alison.porter2@wolverhampton.gov.uk)

#### **Telephone**

+44 1902554025

## **Country**

United Kingdom

## **Region code**

UK - United Kingdom

## **Internet address(es)**

Main address

<http://www.wolverhampton.gov.uk>

Buyer's address

<http://www.wolverhampton.gov.uk>

## **I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://procontract.due-north.com/Advert/Index?advertId=1bc7b332-2522-ed11-8117-005056b64545>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://procontract.due-north.com/Advert/Index?advertId=1bc7b332-2522-ed11-8117-005056b64545>

## **I.4) Type of the contracting authority**

Regional or local authority

## **I.5) Main activity**

Environment

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

CWC22085 Digital Advertising - Concession

Reference number

DN629120

#### **II.1.2) Main CPV code**

- 79340000 - Advertising and marketing services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

This is a Concession Contract

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
- Seeking out, agreeing, and managing commercial advertising packages
- Payment and administration of business rates and planning applications
- Managing the supply of power and connections to the screens
- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids are to be made on individual lots.

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

### **II.1.6) Information about lots**

This contract is divided into lots: Yes

Tenders may be submitted for all lots

## **II.2) Description**

### **II.2.1) Title**

Lot 1 A449 Stafford Street, at the junction with Cannock Road (WV1 1ND)

Lot No

1

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

This is a Concession Contract

Lot 1

A449 Stafford Street, at the junction with Cannock Road (WV1 1ND)

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
- Seeking out, agreeing, and managing commercial advertising packages
- Payment and administration of business rates and planning applications
- Managing the supply of power and connections to the screens
- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids are to be made on individual lots.

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

## **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

180

This contract is subject to renewal

Yes

#### Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

#### **II.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

#### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

### **II.2) Description**

#### **II.2.1) Title**

Lot 2 A4150 Ring Road, on the central reservation opposite Rybrook Mini (WV2 1AS)

Lot No

2

#### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

#### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

## **II.2.4) Description of the procurement**

This is a Concession Contract

Lot 2

A4150 Ring Road, on the central reservation opposite Rybrook Mini (WV2 1AS)

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
- Seeking out, agreeing, and managing commercial advertising packages
- Payment and administration of business rates and planning applications
- Managing the supply of power and connections to the screens
- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids are to be made on individual lots.

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

## **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**



Lot 3 A4150 Ring Road, on the central reservation at the junction with Bath Road

Lot No

3

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

This is a Concession Contract

Lot 3 A4150 Ring Road, on the central reservation at the junction with Bath Road

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
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- Payment and administration of business rates and planning applications
- Managing the supply of power and connections to the screens
- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids

are to be made on individual lots.

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 4 A4150 Ring Road, on the central reservation opposite Wolverhampton City Archives (WV1 1RJ)

Lot No

4

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

This is a Concession Contract

Lot 4

A4150 Ring Road, on the central reservation opposite Wolverhampton City Archives (WV1 1RJ)

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
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- Managing the supply of power and connections to the screens
- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids are to be made on individual lots.

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 5 A4150 Ring Road (St David's), Railway Drive on the verge

Lot No

5

### **II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

## **II.2.4) Description of the procurement**

This is a Concession Contract

Lot 5 A4150 Ring Road (St David's), Railway Drive on the verge

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

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- Dismantling and removal of signs as necessary

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The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

## **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing**

## **system**

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

## **II.2) Description**

### **II.2.1) Title**

Lot 6 A4150 Ring Road (St Marks), near the junction with Salop Street, near Peel Street car park

Lot No

6

**II.2.2) Additional CPV code(s)**

- 79340000 - Advertising and marketing services

**II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

**II.2.4) Description of the procurement**

This is a Concession Contract

Lot 6 A4150 Ring Road (St Marks), near the junction with Salop Street, near Peel Street car park

City of Wolverhampton Council (the Council) is seeking to engage a suitably experienced Service Provider to work with the Council to raise revenue through the sale of advertising on large format outdoor digital screens. The scope of the contract is for a fully managed service which includes:

- The provision and installation of screens
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- Payment and administration of business rates and planning applications
- Managing the supply of power and connections to the screens
- Provision for displaying Council messaging
- The repair and maintenance of signage and associated equipment
- Dismantling and removal of signs as necessary

The Council has identified six initial sites across the City which have been divided up into single lots for this tender. There is an overarching specification that covers all six lots; bids are to be made on individual lots.

The contract will begin on an agreed commencement date between the Council and the



Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

### **II.2.5) Award criteria**

Quality criterion - Name: Quality / Weighting: 20

Quality criterion - Name: Social Value / Weighting: 10

Price - Weighting: 70

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

180

This contract is subject to renewal

Yes

Description of renewals

The contract will begin on an agreed commencement date between the Council and the Service Provider and will be in place for an initial period of 10 years, with the option to extend the term for 3 years and a further 2 years beyond that. The Council will work with the Service Provider to negotiate this.

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.12) Information about electronic catalogues**

Tenders must be presented in the form of electronic catalogues or include an electronic catalogue

## **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

23 September 2022

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.7) Conditions for opening of tenders**

Date

23 September 2022

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Wolverhampton City Council - Governance

Wolverhampton

Country

United Kingdom

Internet address

[www.wolverhampton.gov.uk](http://www.wolverhampton.gov.uk)